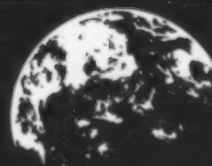




Farm Broadcasters Letter



Letter No. 2246

January 23, 1986

CORN TO USSR

On Jan. 22 private exporters reported to the U.S. Department of Agriculture export sales of 100,000 metric tons of corn for delivery to the USSR during the 1985-86 marketing year and under the third year of the Long Term Grain Supply Agreement. Sales of wheat and corn for the USSR for delivery during the third year of the agreement now total 6,274,000 tons, of which wheat is 152,600 tons and corn is 6,121,400 tons. Sales of soybeans total 200,000 tons.

12 BILLION POUNDS OF MILK

The milk production during Dec. 1985 totaled 12 billion pounds, a record high for Dec. and 9 pct. above Dec. 1984, according to the U.S. Department of Agriculture. The accumulated milk production for the year 1985 totaled 143 billion pounds, 6 pct. more than produced in 1984. On New Year's Day each milk cow ate an average 16.6 pounds of grain and other concentrates. The average cost was \$7.23 per hundredweight.

RESERVE NOT A SOIL BANK

Under the Conservation Reserve Program, only the most highly erodible lands in the nation will be retired, according to the U.S. Department of Agriculture. The Program differs from the Soil Bank of the 1950's, which was intended mainly to adjust supply to demand by taking any type of land out of production. There was no attempt to limit the lands enrolled to highly erodible or otherwise fragile acres, and conservation practices were only secondary purposes. The Conservation Reserve will reduce onsite and offsite damage from soil erosion more sharply than the Soil Bank.

WHEAT SEEDINGS & PRODUCTION

Areas seeded for the 1986 winter wheat crop is estimated by the U.S. Department of Agriculture at 54 million acres, 7 pct. less than the 57.8 million acres seeded for 1985. All wheat production in 1985 totaled 2.42 billion bushels, 7 pct. less than in 1984. Area harvested for grain, at 64.7 million acres, is down 3 pct. Yields averaged 37.5 bushels per acre, down 1.3 bushels from last year.

BARLEY PRODUCTION

The production of barley in 1985 is estimated by the U.S. Department of Agriculture at 589 million bushels, down 2 pct. from last year's record high production. The average yield per acre is 51 bushels, down 2.4 bushels from 1984.

United States Department of Agriculture

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**BENEFITS OF
THE CONSERVATION
RESERVE PROGRAM**

Important environmental benefits are expected by the U.S. Department of Agriculture as a result of a 40-million-acre Conservation Reserve. These include some 750 million tons of soil erosion per year that will not occur...Improved water quality due to an annual reduction of 211 million tons of sediment reaching streams and other surface waters...Reduction in pesticide use by about 60 million pounds...Better quality habitat for fish and wildlife...And trees on 4 to 5 million more acres.

**THERE'S NOT AN
AWFUL LOT OF
COFFEE IN BRAZIL**

The world green coffee production for 1985/86 is estimated at 98.6 million 60-kilogram bags, 9 pct. more than the previous season, according to the U.S. Department of Agriculture. World coffee supplies are adequate to meet global consumption requirements through the current marketing year. But a severe drought in the major coffee growing areas of southern Brazil could significantly reduce Brazilian coffee production and export potential in 1986/87. There is a growing concern that the drought also affected the 1987/88 crop prospects and that the trees, in their weakened state, could be further damaged if a frost occurs in mid-1986.

**COTTON
PRODUCTION
& CONSUMPTION**

U.S. cotton production was reduced by the U.S. Department of Agriculture to 13.5 million bales. Cotton exports for the first quarter of 1985/86 totaled 625,700 bales, 41 pct. below the first quarter of last season. The total 1985/86 export forecast was reduced to 2.8 million bales. The world cotton consumption for 1985/86 is estimated at 72.1 million bales. The world cotton production for 1985/86 is estimated at 81.4 million bales.

**IRRIGATION
PUMPING**

U.S. farmers increased onfarm pump irrigation by 27 pct. from 1974 to 1983, adding 9.5 million pump-irrigated acres, according to the U.S. Department of Agriculture. Farmers irrigated 44.6 million acres in 1983 with onfarm pumps, and pump energy accounted for 23 pct. of the total energy used on the farm for crop production. Electricity was the predominant energy source for irrigation pumps, followed by natural gas, diesel, liquefied petroleum gas, and gasoline. The cost of energy for onfarm pump irrigation nearly quadrupled, rising from \$551 million to nearly \$2 billion between 1974 and 1980, then increased another \$500 million between 1980 and 1983.

**BETTER THAN
THE NOSE TEST**

Ground beef sold in bulk can now be tested by buyers for restaurants, supermarket chains and the military to quickly estimate how long hamburger will stay fresh. According to the U.S. Department of Agriculture, ground beef's freshness is determined by measuring lactic acid in the meat. High levels of the acid indicate the beef will spoil quickly and have a bad odor. Testing is done in one hour using high-performance liquid chromatography that is available at commercial laboratories. (For details, call A. Douglas King, ARS, USDA, Albany, Calif. - 415/486-3252.)

FROM OUR
TELEVISION
SERVICE

WORLD SUPPLY AND DEMAND ESTIMATES...Wet weather in Argentina and drought in Brazil are affecting a number of commodities in global trade. USDA economist James Cole examines the world supply and demand estimates and how they're affecting our trade situations. Vic Powell interviews. (106)

SOVIET GRAIN SITUATION...The Soviet Union has experienced some unusual temperatures in the past months. USDA analyst Keith Severin focuses on how these temperatures have affected Soviet crops and what this means for U.S. exports. Vic Powell interviews. (107)

WORLD OILSEED SITUATION...The January forecast for 1985/86 world oilseed production is 194.1 million tons - 2.6 million below last months forecast but 6.2 million above the 1984/85 level. USDA analyst Rich McDonnell takes a look at the world oilseed situation and how it affects U.S. exports. DeBoria Janifer interviews. (108)

TECHNOLOGY - TREADMILL OF AGRICULTURE...New technologies keep U.S. farming competitive but do not necessarily improve financial conditions in agriculture. USDA economist Lloyd Teigen describes how the impact of technological change brings about structural changes as well. DeBoria Janifer interviews. (109)

PHOTODYNAMIC HERBICIDES...Constantin Rebeiz, University of Illinois, describes the importance of photodynamic herbicides in agriculture and talks about research to study these herbicides. Gary Beaumont interviews. (110)

FROM OUR RADIO
SERVICE

AGRICULTURE USA #1495...(Weekly 13½ min documentary) Experts are predicting another hectic and unusually difficult spring lending season. This year, however, there are some new factors in the farm debt situation. These include the new farm bill and farm credit aid package. Gary Crawford presents a lending season overview.

AGRITAPE/FARM PROGRAM REPORT #1484...(Weekly reel of news features) USDA news highlights; Future insecticides; A new soybean product?; New technology--Blessing or curse?

CONSUMER TIME #977...(Weekly reel of five 2½-3 min features) Coffee prices percolating; A nice warm house; Good tasting veggies; Herb seasonings; New cancer treatment.

USDA RADIO NEWS SERVICE...Fri, Jan. 31, Ag. prices; Tues, Feb. 4, Crop and weather update, also scheduled release of USDA's fiscal '87 budget figures (possible press conference); Wed, Feb. 5, Ag. resources outlook; Mon, Feb. 10, U.S. and World crop production reports, Soviet grain outlook, World ag. supply and demand sit., U.S. grain stocks report. Dial the USDA National News Line 202-488-8358 or 8359. All material changed at 5 p.m. EST each working day.

OFF MIKE

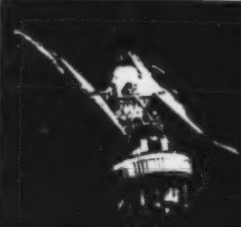
Terry Patilla is the farm director at Alabama Farm Network, Montgomery, AL (which incidentally is the new name. It used to be Capitol Agri-Net). He replaced Clay Redden who is now in the news department at WACV, also Montgomery. Lee Morgan is the farm director there, and he says Clay helps him out from time to time ... Mike Galm moved from KCAU-TV, Sioux City, IA, to KWSL/KGLI, same city, as farm director the first of the year. KCAU-TV has not replaced him and agriculture news is being handled as part of general news assignments ... Del Fisher, who was with Great American Ag Net at Fargo, ND, is now working at KOVC, Valley City, ND. Clay Peterson, who was with the network headquartered at Pierre, SD, is still with the network but moved to Fargo to take Del's place ... Ron Bahe ("Pronounce it like the 'e' wasn't there," Ron says) is the farm director at KMMJ, Grand Island, NB. He replaced Pat McAfee. We understand she left broadcasting ... We talked briefly with John Weir (KBUR, Burlington, IA) about how Cletus Paull is doing. As you may remember, Cletus fell and broke his hip at the NAFB meeting in Kansas City last fall. John said he was coming along great, but unfortunately fell over the holidays and now is wearing a neck brace, too ... Reflecting back on the NAFB fall meeting in another way, we've been meaning to report on an incident at one of the meal events. Forrest Bradley, who is editor of the MidAm Reporter, and his wife were at our table. It only took Forrest a moment to realize something was missing, and he promptly took care of the situation. He ordered milk for everyone, not just a glass but pitchers full. After all, wouldn't you if you were editor of MidAm Reporter?

Jim Johnson
 JAMES L. JOHNSON, Chief, Radio and Television Division

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Farm Broadcasters Letter

Letter No. 2247

January 30, 1986

1986 WHEAT, FEED-GRAIN PROGRAMS

Signup for the 1986 wheat and feed-grain programs will be held March 3 through April 11, according to Sec'y of Agriculture John Block. Other farm program provisions announced on Jan. 29 include: Producers may request 100 pct. of their diversion payments and 40 pct. of their projected deficiency payments when they sign up...Payment rates for the 2½ pct. paid land diversion for wheat and feed-grain producers were established at \$.57 per bushel for barley, \$.73 for corn, \$.36 for oats, \$.65 for sorghum and \$1.10 for wheat...The payment rate for the additional paid diversion option for winter-wheat producers is \$2.00 per bushel...Estimated per bushel deficiency payment rates are: barley, \$.95; corn, \$1.03; oats, \$.45; sorghum, \$.98; and wheat, \$1.83...Seventy-five pct. of the advance deficiency payments will be paid in cash during signup, and the remaining 25 pct. will be paid as payment-in-kind beginning May 1. Producers have from May 1 through Sept. 30 to request the PIK portion of their advance deficiency and/or diversion payments. Farmers may sign up for the 1986 farm programs at their local Agricultural Stabilization and Conservation Service offices, where they can also get full details on the program.

CONSERVATION RESERVE PROGRAM

Sec'y of Agriculture John Block on Jan. 29 announced that the signup for the Conservation Reserve Program will take place Mar. 3 through Mar. 14 at Agricultural Stabilization and Conservation Service county offices. Block said approximately 69.5 million acres will be eligible in the 1986 crop year for entry into the program, a provision of the Food Security Act of 1985 that will take highly erodible land out of farming for 10 years and place the land into growing trees or other permanent vegetative cover. The Soil Conservation Service will determine the classification or erosion levels of land. All Class 6, 7 and 8 land is eligible along with any land in Classes 2 through 5 that is eroding at three times the tolerance level. Producers wishing to put land into the program must provide a cropping history covering the years 1981 through 1985. Set aside or diverted acres are not eligible for the Conservation Reserve Program. Reserve acreage will be over and above amounts needed to qualify for price support programs. For more information, contact the County Agricultural Stabilization and Conservation Service or Soil Conservation Service offices.

1986-CROP RICE LOAN & TARGET LEVELS

Sec'y of Agriculture John Block set the 1986-crop rice national average loan and purchase rate at \$7.20 per hundredweight and the target price at \$11.90 per hundredweight. There is a required 35 pct. acreage reduction for participants in the 1986 rice program.

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SALES TO USSR

Private exporters reported sales of 350,000 metric tons of soybeans for delivery to the USSR during the 1985-86 marketing year and under the third year of the Long Term Grain Supply Agreement, according to the U.S. Department of Agriculture. Sales of wheat to the USSR for delivery during the third year of the agreement total 152,600 tons and corn, 6,198,400 tons. Sales of soybeans total 825,400 tons.

FARM FINANCES MAY STABILIZE IN 1986

The financial well-being of the U.S. farm sector continued to decline in 1985, but there are signs the situation may stabilize in 1986, according to the U.S. Department of Agriculture. The net cash income could about match 1985's record level as higher livestock receipts, continued large Government payments, and lower production costs about offset reduced crop receipts. However, net farm income is expected to fall further, primarily due to the drop in the value of farm inventories. As a result, the severe debt repayment problems facing 10 to 12 pct. of the Nation's farmers probably will persist in 1986.

MORE U.S. WHEAT TO BRAZIL

U.S. wheat exports to Brazil could be higher than expected in 1985/86, according to the U.S. Department of Agriculture. This is due to reported quality problems with Argentine wheat and Argentina's apparent inability to meet shipping schedules. Wheat not purchased from Argentina, which could total as much as 600,000 tons, may be purchased from the U.S. Brazil has long been an important U.S. wheat market, importing about 2.5 million tons per year over the past six years.

ASSETS, DEBT AND EQUITY ON THE FARM

Nominal farmland values fell an unprecedented 13 pct. in 1984 and around 8 pct. in 1985, according to the U.S. Department of Agriculture. The decline may be only 4 pct. this year. Farm debt, excluding household and Commodity Credit Corporation loans, dropped an estimated 4 pct. last year, and may decline another 2 pct. in 1986. The overall farm sector wealth and equity continue to decline. By the end of 1986, cumulative equity losses since 1981 could exceed \$250 billion--more than a fourth of peak values.

FARM INCOME

In 1985, farm income fell about a fifth from the record \$34.5 billion in 1984 and is likely to decline further this year, according to the U.S. Department of Agriculture. Higher livestock receipts and continuing high Government payments under farm programs will bring net cash income near the record 1985 level. Thus, farmers without high debt will remain in a fairly strong liquidity position.

NONFAT DRY MILK TO MEXICO

Sec'y of Agriculture John Block announced an export sale by the Commodity Credit Corporation of 10,000 metric tons of nonfat dry milk valued at \$7.3 million to CONASUPO, the Mexican government's food purchasing agency. As of Jan. 10, CCC had 419,350 tons of uncommitted nonfat dry milk in its inventory.

COMMERCIAL RED MEAT PRODUCTION

Commercial red meat production for the U.S. in Dec. 1985 totaled up 1 pct. from Dec. 1984, according to the U.S. Department of Agriculture. The Jan.-Dec. red meat production was 39.1 billion pounds, up fractionally from last year. Beef production at 1.85 billion pounds, was up 1 pct. from 1984. Veal production, at 46 million pounds, was up 18 pct. Pork production totaled 1.22 billion pounds in Dec. 1985, down fractionally from 1984.

FROM OUR
TELEVISION
SERVICE

WESTERN WATER SUPPLY OUTLOOK...A mixed pattern of rain and snow in the fall and early winter in the West may indicate varied streamflow in the region later this year. Bill Flecke with USDA's Soil Conservation Service discusses the water supply outlook in the West. DeBoria Janifer interviews. (111)

CONSERVATION RESERVE PROGRAM - I...Gordell Brown with USDA's Agricultural Stabilization and Conservation Service outlines some of the provisions of the Conservation Reserve Program and what farmers must do to participate. Vic Powell interviews. (112)

CONSERVATION RESERVE PROGRAM - II...Gordell Brown with USDA's Agricultural Stabilization and Conservation Service continues his discussion on the provision of the Conservation Reserve Program including eligibility requirements. Vic Powell interviews. (113)

EROSION OF NATURAL LANDS - I...Ernest Todd, USDA's Soil Conservation Service, describes the importance of farmer participation to long-term conservation objectives in reducing soil erosion. Vic Powell interviews. (114)

EROSION OF NATURAL LANDS - II...Joe Burt, a farmer from Pike County, Alabama, and USDA Assistant State Conservationist Robert Thompson, talk about the land conversion program - its effectiveness, and its appeal to farmers who have serious erosion problems. Vic Powell interviews. (115)



FROM OUR RADIO
SERVICE

AGRICULTURE USA #1496...(Weekly 13½ min documentary) Brenda Curtis-Heiken interviews Dr. Walter Mertz, Chief of USDA's Human Nutrition Research Center, about the latest research findings that link obesity and heredity.

AGRITAPE/FARM PROGRAM REPORT #1485...(Weekly reel of news features) USDA news highlights; Nomination of Richard Lyng as Secretary of Agriculture; New agriculture yearbook; Future insecticides; Comments on the new farm bill.

CONSUMER TIME #978...(Weekly reel of 2½-3 min features) Cold dangers; A pattern for teen suicides; Beans not in style; Exotic fruits and vegetables; Car leasing upswing.

USDA RADIO NEWS SERVICE...Tues, Feb. 4, Weekly crop and weather; Wed, Feb. 5, Energy, Agricultural resources and Fertilizer; Mon, Feb. 10, Crop production, Grain stocks, Cattle, Rice stocks, World ag supply and demand. Dial the USDA National News Line 202-488-8358 or 8359. All material changed at 5 p.m. EST each working day.

OFF MIKE

Mike Miller is leaving KAIT-TV, Jonesboro, AR, to become the new farm director at KOLN-TV, Lincoln, NE, as of Feb. 17. Guy Davis, who was farm director at KOLN-TV, is going back to school to earn his masters degree but will continue on at the station to host an hour-long program. Donna Dickson, KAIT-TV news director, is looking for a new farm director, so if you're interested, call her at 501-932-4379 ... Jack Stower has moved from WDW/WDZQ, Decatur, IL, Jan. 20. He's now at KSOY, same city, as an account executive and farm sales specialist. He'll be working closely with Stu Ellis, KSOY farm director ... Jack Dillard is no longer farm director at KRMD, Shreveport, LA. The new owners of the station took farm programming off the schedule. Jack is now at KOOI, Jacksonville, TX ... Incidentally, John Eggerton of Broadcasting magazine called the other day to say he would be interested in being notified of job changes, retirements, etc. His address is: Broadcasting, 1735 De Sales St., N.W., Washington, D.C. 20036 ... Nice note from Carl Sorenson. Many of you will remember Carl from his days as deputy director of the USDA Southwest Regional Information Office in Dallas, TX. In his retirement, he's working on a book about Norwegian Texans. He says he's progressing slowly but "...it's my first effort in writing a book and I want it to be a good one." ... The abilities of farm broadcasters are many and varied. The latest example is the fact the Ron Arp (KWHT, Pendleton, OR) ran the news line operation for the National Association of Wheat Growers held in Reno ... Minor shock when we opened up the January Agri Marketing magazine and were confronted by a picture of Johnnie Hood (WPTF/Southern Farm Net, Raleigh, NC), past president, NAFB. Seems, he's on the magazine's 1986 editorial advisory board.

James L. Johnson
 JAMES L. JOHNSON

Chief, Radio and Television Division

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